

**Dr. Jane G. Pisano**  
**Senior Vice President for External Relations**  
**Professor of Public Administration**  
**University of Southern California**

Dr. Pisano was appointed Senior Vice President for External Relations at the University of Southern California (USC) on February 1, 1998. She served as vice president for External Relations from January 1, 1994 through February 1, 1998. She was appointed dean of the School of Public Administration on September 1, 1991.

As Senior Vice President for External Relations, Dr. Pisano is a member of the University's senior management team and is the university officer directly responsible for the university's civic and community relations, government relations, public relations and alumni relations. Along with four other senior officers, she reports directly to the president, and advises in weekly meetings and frequent conversations, on virtually every decision of consequence

Dr. Pisano was appointed Dean of the USC School of Public Administration in September 1991 and served as dean until July 1998. She is a tenured full professor and was the first occupant of the C. Erwin and Ione L. Piper Dean's Chair of Public Administration.

In 1976, Dr. Pisano was selected as a White House Fellow. She served from 1976 to 1977 as Special Assistant for National Security Affairs at the National Security Council in The White House. Working initially for General Brent **Scowcroft** and later for Zbigniew **Brzinski**, Pisano developed a Presidential Review Memorandum on **anti-terrorism** that coordinated interagency response in the event of international terrorist incidents. She coordinated Vice-Presidential trips to Europe, Japan and Indonesia. As White House staff, Pisano traveled to Europe, Japan, Canada, Afghanistan, India and Indonesia.

Dr. Pisano's first academic appointment was Assistant Professor, School of Foreign Service and Department of Government, Georgetown University from 1972 to 1976. She developed and taught International Political Analysis (a masters level quantitative and qualitative analytic methods course) and two undergraduate courses (Developed and Developing States in the International System; and U.S. Foreign Policy Process). She also taught Comparative Political Analysis; and International Relations.

## **Education**

**Johns Hopkins University.** Nitze School of Advanced International Studies. Ph.D 1973 and M.A. 1969.

**Stanford University.** B.A. 1966. Attended Georgetown University School of Foreign Service 1963- 1965; and Northwestern University 1962- 1963.

**SUMMARY STATEMENT OF JANE G. PISANO**  
Senior Vice President, University of Southern California  
March 13, 2000

**U.S. TRADE DEFICIT REVIEW COMMISSION**

International education is the fifth largest U.S. service sector export. The Institute of International Education (IIE) Open Doors report for 1998-1999 indicates that almost 500,000 post-secondary students were enrolled in institutions of higher education. They and their dependents spent more than \$13 billion on tuition, fees and living expenses.

There are four ways that higher education exports goods and services abroad. First, international students come to our loading dock, bringing foreign capital to pay for tuition and other university provided goods and services. Second, international students and their families contribute to the U.S. economy, paying for room, board and miscellaneous expenses in local communities that surround academic institutions. Third, there is a lifetime consumption effect: international students become accustomed to buying American goods and services. Fourth, there is a partnership effect: some international students become joint venture partners and/or distributors of U.S. goods abroad.

The University of Southern California experience is illustrative on all four points. USC has welcomed international students for decades. In 1998-1999, USC enrolled as students 4,278 foreign citizens holding non-immigrant visas who comprised 15.04 percent of the total student population. USC conservatively estimates their impact on the Los Angeles economy at \$96.4 million of which \$42.3 million is community expenditures and \$54.1 million is University expenditures. Not included in these numbers are expenditures of international students' spouses and children; expenditures associated with visits by relatives; expenditures associated with visits of international USC alumni; expenditures of more than 750 post doctoral students (at least \$5.4 million per year); and tuition paid by foreign students who enroll in summer session classes.

As a result of having spent their collegiate years in Los Angeles, international students acquire a familiarity with American products and services and usually develop a life-long pattern of favoring them. Most of the evidence on the lifetime consumption effect is anecdotal.

USC actively nurtures partnerships. Our international program of longest standing, the International Business Education and Research program (IBEAR), recruits international students in business who stay connected to the University and to each other through active alumni groups. USC's overseas offices (Japan, Taiwan, Indonesia, and Hong Kong) help arrange internships for USC graduate students in the Marshall School of Business, all of whom must complete an internship abroad. These internships often result (eventually) in joint venture partnerships.

In addition, USC nurtures partnerships through APRU, the Association of Pacific Rim Universities, an organization of 34 Pacific Rim universities which USC co-founded.